

Fast Facts: Australian Consumer Impressions of the Smart Grid



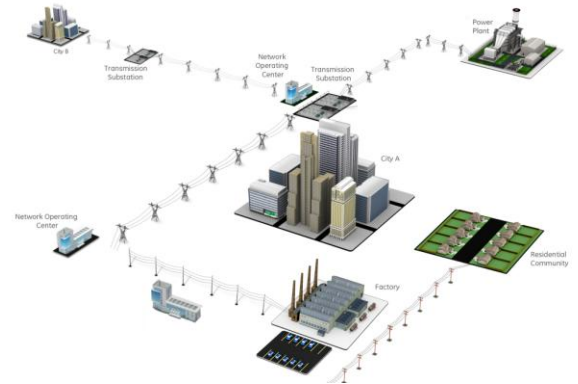
In March 2010, GE Energy, commissioned a survey in Australia to better understand the general public's level of awareness and perceptions of smart meters and smart grids. What did we learn?

Nearly three-quarters of consumers in Australia (72%) are not familiar with the term "smart grid."

Only 8% have heard of a smart grid and have a good understanding of what it is.

However, that doesn't mean that consumers don't have a vested interest in the smart grid.

- 71% of Australians familiar with the smart grid are looking for more information and *wish they knew more about smart grid and how it affects them.*
- Plus, 68% of those that are familiar with the smart grid aren't even sure if they're already connected to one. And, only 25% said they either know or believe their home is connected to a smart grid.



<p align="center"><u>Progress to Date</u> Consumers Understand that Smart Grid Will Save Them Money</p>	<p align="center"><u>More Work to be Done</u> Australians Express Concern About Challenges, Still Some Lingering Misperceptions About the Smart Grid</p>
<p>91% of Australians who are familiar with the smart grid are overwhelmingly positive about the technology and what it will do for our country, and only 9% thought that smart grid was not a smart investment by utilities and/or consumers:</p> <ul style="list-style-type: none"> • 45% of Australian consumers are excited about upgrading the electrical network with smart grid so that our country can rely more on clean domestic energy sources (i.e. wind, solar, biogas, etc.) • 45% also agree that a smart grid would help reduce the number of power outages and restore power more quickly when outages do occur • 43% understand that the smart grid will give them the info they need to make better decisions about electricity usage • In addition, 47% of all Australians agree that once smart grids are in place, they will receive a quicker return on their investment in rooftop solar and other home renewal energy systems 	<p>91% of Australians also believe there are challenges to powering up the smart grid, demonstrating a significant need to increase consumer education:</p> <ul style="list-style-type: none"> • 52% say that it will be important to help consumers understand all of the smart grid's benefits • 41% say smart grid still needs to overcome concerns about privacy and security issues • 39% think Australia still needs to decide whether to spend investment money on modernizing the nation's current, yet aging, electrical infrastructure or committing to a complete overhaul of the nation's grid • 39% think utilities are challenged with setting a new time-of-use pricing model that will encourage consumers to use smart grid solutions to better manage energy usage.

GE Energy commissioned a consumer survey to better understand the general public's level of awareness and perceptions of smart meters and smart grids. The five-question omnibus survey was conducted in March 2010 by StrategyOne among a census representative sample of 500 Australian consumers online. The margin of error is plus or minus 4.2% at the 95 percent level of confidence.